

**Abstract of the Invention**

Autorun functionality is incorporated into an integrated circuit memory device such as any USB peripheral, which has a memory component interfaced to a USB microcontroller. This provides autorun of one or more executables or application installers from a memory component with a USB interface without an intermediate hardware-based autorun feature. USB peripheral devices internally include a USB microcontroller that performs the functionality associated with identifying the device to a host computing device, such as a personal computer. Autorun firmware is embedded into the USB microcontroller. The autorun firmware enables autorun of an installable or executable application stored on the memory component of the USB device. The firmware acts as bridge component translating all commands and interactions between a host PC and the memory component.